How to Submit a Product Listing Update on Seller Central

Introduction

This guide provides instructions for updating existing product listings in Seller Central. It covers both **individual listing updates** and **bulk updates** using Inventory File Templates, including field-specific guidance, best practices, and common pitfalls.

Requirements

- Active Amazon Seller Central account
- Product listing(s) to update
- Updated product information: title, bullet points, images, price, inventory
- Optional: Inventory File Template for bulk updates

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1. Updating a Single Product Listing

Step 1: Log into Seller Central

1. Navigate to sellercentral.amazon.com.
2. Enter username, password, and complete two-factor authentication.

Step 2: Locate Product Listing

- Go to **Inventory → Manage Inventory**
- Search by **SKU, ASIN, or product name**
- Click **Edit** next to the listing

Step 3: Update Product Details

Field	Recommendation	Notes

Title	Max 200 characters, clear product description	Avoid promotional text
Bullet Points	Up to 5, highlight key features	Use active voice, customer-focused
Images	1000x1000 px minimum	Include main image + lifestyle images
Price	Ensure competitive and compliant	Double-check for currency errors
Inventory	Accurate quantity	Sync with fulfillment center if needed

Step 4: Submit Changes

- Review all fields carefully
- Click **Save and Finish**
- Verify changes in **Manage Inventory**

Notes:

- **Policy Compliance:** Ensure all content follows Amazon's style guide and category rules
- **Tip:** Use **Preview** before submitting for accuracy
- **Common mistake:** Uploading outdated images or incorrect SKUs

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2. Bulk Listing Updates Using Inventory File Templates

Step 1: Download Template

1. Go to **Inventory > Add Products via Upload**
2. Select **Download Template** for your category

Step 2: Fill Template

- Fill required fields (SKU, price, quantity, product type, etc.)
- Use **Data Validation** in Excel to avoid errors

Step 3: Upload Template

1. Go back to **Add Products via Upload**

2. Upload completed template
3. Check **Processing Report** for errors and warnings

Notes:

- Save templates with version numbers to track changes
- Errors in templates may prevent updates from processing

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3. Monitoring Changes

- Check **Manage Inventory** → **Last Update** column
- Enable **Notifications** for listing changes or errors